

The Scope



DECEMBER 1949

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THE SCOPE

extends

*Season's Greetings
to all its readers*



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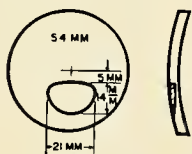
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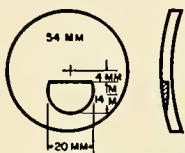
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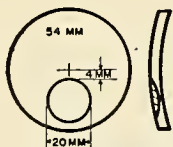
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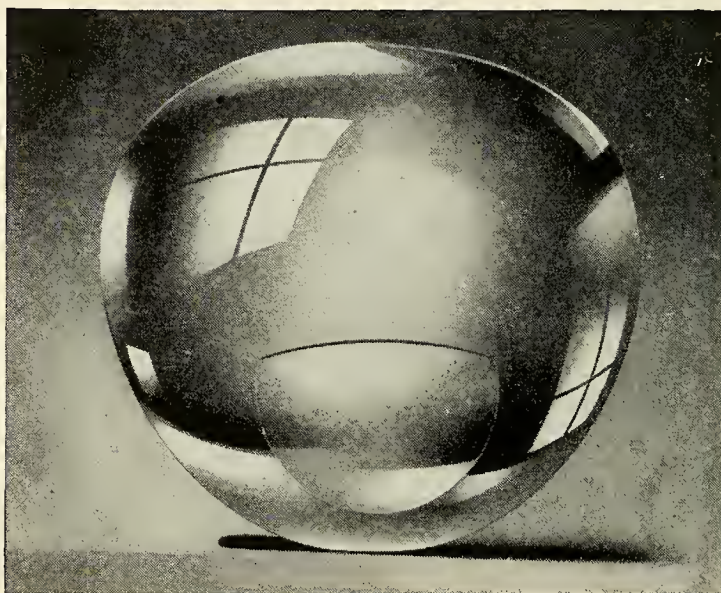
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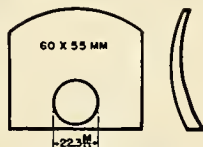
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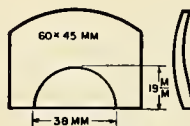
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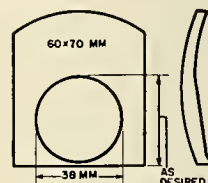
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PROFESSIONALISM

By Harry E. Pine
Past President of the A.O.A.

Editor's Note: A letter was written by the editor to Dr. H. E. Pine, past president of the A.O.A., disputing some of the author's viewpoints in his editorial which appeared in the "Optometric Weekly" of June 16, 1949 with the professed purpose of drawing him out and making him commit himself on our favorite topic—professionalism. Here-with is his answer, an answer which should quiet all doubters, and which makes us proud to belong to the profession of optometry and associate with men like Dr. Pine.

Please excuse this very belated answer to your interesting letter. It arrived here while I was in Boston attending the A.O.A. Congress and the Annual Meeting of Beta Sigma Kappa.

Your letter asked for an article for publication in *The Scope*, and suggested that my article take the form of an answer to the questions raised in your letter.

I will attempt to reply paragraph by paragraph.

In your first paragraph you write that my *Optometric Weekly* editorial stirred you to thought. That in itself is good. If I or anyone else can make anyone think, it is a day's work well done.

In your second paragraph you say that I "fail to see the viewpoint of the other side." Believe me, you were wrong on that count. I appreciate fully the difficulties encountered by recent graduates who are up against a not too sympathetic world and are about to start a practice. I have not forgotten my own start and how often it would have been easy to be discouraged. It might interest you to know that a very few weeks after I opened my office I was approached by a very wealthy man who had a desire to go into the "optical business" and to back a chain of optical stores, starting with four in Chicago, intend-

ing later to spread to all the principal cities of the United States. He wanted me to take over as a partner, with a very attractive drawing account. He outlined to me an advertising program and his ideas as to how the chain should be run. I turned down the offer, as I could see clearly that I would never be happy in such a connection as it would violate every one of the ideals I had set up for myself.

Your third paragraph attempts to shift the blame for *substandard* professional behavior from those who *misbehave* to the shoulders of the optometric profession itself. Doesn't this seem too easy an out, really? Isn't it an effort to preserve our ego undeflated by blaming our lack of success and our own shortcomings, not on ourselves, where the fault usually belongs, but on "the other fellow?"

Your paragraph four suggests that the A.O.A. and affiliated organizations have antagonized some students by their zealous effort to professionalize the practice of Optometry. I must insist that such a program would not antagonize a student who is sold on optometry as a profession. It might, and probably would, rile one who intended to practice a borderline "shoptometry" or as an out and out commercial operator. The reason the A.O.A. and its affiliated organizations are pushing a professionalization program is because sad experience has taught us that if we ever expect optometry to be accepted as a learned profession by other recognized professions we must conform to the rules observed by other recognized professions. We cannot be a law unto ourselves. There is no doubt that many of our difficulties, past and present, and the lack of acceptance by many public officials and governmental departments are due at least in large part

(Continued on next page)

to the squalid picture of optometry presented for all to see by some of our own members. Far too often the officers of optometric associations are called upon to apologize for and attempt to explain away the commercial behavior of some association member. I know that when I was president of the Illinois Optometric Association, and later while president of the American Optometric Association, I found that such unprofessional commercial optometrists were used against us by those who were only too glad to be able to discredit our claims for professional recognition.

Your fifth paragraph is a red hot one, and deserves a detailed reply, and my answer may also be rather warm. You claim that I "would deny any graduate the right to eat, live and in general care for his family." How wrong you are! What I have advocated these many years would clean up optometry and make it that much easier for the graduate to do just these things. It is not the ethical professional type of optometrist who makes it difficult for the young graduate to establish himself, but the show-window advertising, "eyes examined free," "Oculists' prescriptions filled," "lenses duplicated while you wait," type of operator. This sort of practice has cost optometry far more than we can afford in loss of public esteem. You say, "Be downstairs in a store and live, or go upstairs in an office and starve." I fear you have been listening to the wrong people. Fortunately, it is not necessary to make any such unpleasant choice. Many of the most lucrative practices are upstairs, and some downstairs store men are just getting by, and are working for the landlord, and are paying a high price indeed for the doubtful privilege of supporting show windows in which, if they are really professional men, they can display nothing. Throughout the country there are many upstairs men who awoke after being store men, and who report a better practice and more real joy in their work than they ever experienced as storekeepers.

(Continued on page 10)

WIDESITE

WIDE ANGLE

LENSES

by

Shuron®

***"The Lenses
that like to be
Compared"***

RONTOR

6-BASE

LENSES

by

Shuron®

Sport Shots

by Don Robinson

M.S.O. BOWS TO CURRY, 59-37 IN FIRST BASKETBALL GAME OF THE SEASON

At M.I.T., on the afternoon of November 9th, our own M.S.O. basketball team opened the local collegiate basketball season against the Curry College Colonels, one of the best small college "fives" around Boston.

Unfortunately, the boys from Curry were as good as their uniforms, and our own hopes went down to defeat.

Great credit must be given to our squad. Although lacking in reserves, they were not lacking in spirit, and considering the small amount of time for practice they had (as every M.S.O. student must realize), we may well be proud of our team.

The starting team of Red Grossman and Arnie Spear at forward, Al Rappaport at center and Pete Gaetani and Irv Horwitz at the guards had trouble getting used to the big M.I.T. floor. Thus, the opening minutes of the game saw Curry dropping in baskets with alarming rapidity. In fact, so alarming that I found myself squirming uneasily in my seat on the sideline. Finally, after wondering if we would ever score, Irv Horwitz sunk one of his special set shots and we were on our way.

After getting their second wind, the boys started to drive under the basket, fight for control of the backboards, take shots with confidence and in general seemed to feel at home on the big court.

Irv Horwitz opened up the defense with 30 ft. set shots that drew ohs and ahs from the small gathering and then "Rapp" would go in for the close ones. It seemed that on many of Al's shots the basket rim was a sixth man for Curry.

Curry's early advantage was maintained, however, and as the teams left the court at half-time, we were apparently doomed as the score stood 39-17.

Evidently, the boys gave themselves a pep

talk between the halves as they matched their opponents point for point during the final 20 minutes.

THE SUMMARY

CURRY			M. S. O.		
	G	F	P		G F P
Forbush r.f.	3	1	7	Horwitz l.g.	7 1 15
Morse r.f.	0	0	0	Spear r.f.	0 0 0
Doty r.f.	1	0	2	Friedman l.f.	2 0 4
Caira r.f.	2	0	4	Davis r.g.	0 0 0
Cain l.f.	5	2	12	Rappaport c.	4 1 9
Weiner l.f.	0	0	0	Grossman l.f.	1 1 3
Donovan l.f.	1	0	2	Katz l.g.	1 0 2
Gallagher c.	2	1	5	Gaetani r.g.	0 1 1
Rycroft c.	3	1	7	Gerlan r.f.	1 1 3
Spera c.	0	0	0		
Earnshaw c.	0	0	0	Totals	16 5 37
Higgins r.g.	3	0	6		
Brawley r.g.	2	1	5		
Whalen r.g.	0	0	0		
Reilley l.g.	2	0	4		
O'Brien l.g.	2	1	5		
Bump l.g.	0	0	0		
Parker l.g.	0	0	0		
Totals	26	7	59		

AFTERTHOUGHTS . . . The deciding factor in this game was our lack of reserves. If a few more good men went out for the team we would have one which few small colleges in the Boston area could consider lightly.

It has come to my attention that two public announcements must be made before the record of this game can go into the books:

1. Doc Bram was not present at the game and it can in no way be suggested or insinuated that he had anything to do with the defeat of the team. Anyone apprehended in this act is subject to a libel suit according to the advice given me by Dr. Bram's attorneys.

2. Any and all protests of poor officiating at this game may *not* be placed before "Tiger" Ralph Nathan for an official ruling as he too was conspicuous at the game by his absence.

ACTIVITIES OLD

1. "Wait till next time" echoed through the alleys as Zeta held its first Bowling Party at the Huntington Alleys on Friday, November 18. If not the scores at least the spirit was high that night and although not everyone won a prize, the couples heartily agreed that a return engagement would be most welcome. For those not yet Charley-horsed, pizza and beer topped the evening off handsomely.*

2. At a special evening meeting at school on November 21 Zeta initiated 14 new upper classmen. In spite of limited facilities, no features of the ritual were omitted and, as always it was a treat to witness. To you new men a formal "Welcome! Glad to have you with us." Zeta chapter of O. E. Phi has much to offer you. Participate and you shall partake.

3. In the line of business, Zeta has recently voted in the office of Librarian whose task it will be to collect and sort, for borrowing, such information as previous school and State Board Exams as well as other literature concerned with Optometry. Steps have already been taken to contact alumni for such extra material. It is expected that all will be made available as soon as we negotiate for school library space.

Volunteering for, and unanimously elected to hold the office was Brother Don Robinson. He's the man to unload on!

ACTIVITIES NEW

1. So you want to know how to detect pathologies in the eye, eh! Well, December 8 (Thursday) 8 P.M. at school will be the time and place. For that time O. E. Phi has arranged an address by Dr. Henry Cabitt, noted Ophthalmologist of Boston Eye and Ear Hospital. Subject of his talk will be, "Ocular Manifestations of Systemic Disorders" and should prove both enlightening

and interesting to all members of our M.S.O. As always, everyone and guests are invited. Do plan to attend.

2. Remember the great time you all had at last year's Omega Spree? Well, the 1950 edition will soon be with us bigger and better! Tentative date is January 20 or 21. As in the past the dance will be of informal nature and held at the main ballroom of the Hotel Gardner. Tickets will be \$1.50 per couple and available at school or at the door.

Of course it's not a closed Fraternity affair! You and your friends are all invited to attend and compete for the prizes. Remember to hold your tickets for the door prize.

3. In the way of a "feeler" how do the P. O. S. men feel about an inter-fraternity bowling contest some Friday night soon. Just "us men" as a test of respective development of "hand end eye co-ordination." Borscht (or is it Borish) to the winners, free refractions to the losers. See Brother Paul Barthel for arrangements.

See ya' next month.

* Stand-by for the date and time of our next encounter with the pin-boys.

EDITORIAL

(Continued from page 5)

a leaning into the black, and yet a fee is charged to the student who can ill afford it. The Optometric Extension Program should be proud to present its views, its ideas and lecturers to the optometry student; to allow him to incorporate further optometric and psychological knowledge; to let the student make his own decision as to his future mode of practice by presenting its own principles to him, without the necessity of charging a student registration fee. In this manner, matters would work out to the mutual advantage of both sides.

The Inquiring Reporter

by Larry Forrest

Let's have a look, glance, peek, glimpse, leer, peep, ogle, view, squint—into what you think about:

QUESTION: What, in your opinion, should an embryo Optometrist learn, that cannot be taught in optometry schools but is required in order to have a successful practice?

Richard Land, Senior class: "We must learn to appraise our own work, acknowledge our deficiencies and improve upon our understanding and technique to the fulfillment of our potentiality. We must then learn to appraise the work of others, in order that we may seek out and improve upon the latest advancements in our profession. Lastly, we must stimulate our interest in the most modern trends of Optometry since we will regress if we do not progress. We cannot stand still."

Norman Becker, Sophomore class: Probably the most important thing that the Optometrist as well as any other prospective professional man should learn, is how to mix successfully with others. He will then be in a position to deal with patients from various occupations and environments. The appli-

cation of his "book learning" will also be easier to apply as his clientele readily place their confidence in him."

Anthony Carambia, Freshman class: "Emphasis must be on professional manners and ethics of dealing with people. I wish to emphasize that practical psychology and its everyday practice is a must, in order to have a successful practice."

Harry Selig, V. Principe and Joe Cedrone, Senior class: "The embryo Optometrist should learn successful approaches to the following situations:

1. Youthful individuals, especially girls, who though they require corrections, will not get them or wear them because it has an "old maid" look.
2. A prepresbyope who will not accept glasses because he "can still see O. K."
3. How an optometrist can save face for his first errors so that his budding practice will not collapse from beneath him.
4. He must learn and have a fair knowledge of the trades of the people in his locality, as well as the approximate earnings of those particular trades.
5. He must learn and understand the type of government in his locality, so he can follow the conversation of his patients.
6. He must learn to judge the behavior and idiosyncracies of individuals.
7. He must develop a pleasing personality and learn to mix freely in organizations of a non-controversial nature, so that respect will be brought upon himself and the profession . . . and bring patients to his office."

Dorothy Galvin, Sophomore class: "In order to acquire 'patients' the prospective Optometrist must acquire 'patience.' Although vital to success, it is not taught in the classroom. Patience is a means of displaying self-control; and the exhibition of it will increase the confidence individuals will have in him.

We then suggest and seriously advocate that in the future, when any educational congresses are scheduled to be held in Boston, that the administrators of the school suspend classes for the period under question since the students would be amplifying their education in a manner unobtainable at school, and that the directors of these Congresses eliminate the student registration fee to insure greater success, greater attendance and more possible converts to the program, which should certainly please the Brahmins of the Optometric Extension Program. Think it over gentlemen, and give the optometric student a break!

E. R. W.

PROFESSIONALISM

(Continued from page 4)

You ask me, "I wonder what choice you yourself would make." I can answer that only by going into a little personal history, to demonstrate what choice I made. Before opening my own office I worked in an ethical downstairs store. We never ran anything but educational copy, never used any price advertising, never displayed prices. When the time came and I was ready to hang out my own shingle I quit my position, which was paying me a salary at least equal to \$100.00 a week today, and even though I was married and had only \$500.00 saved, I contracted for some used equipment and took a room in a suite with a dentist, sharing his reception room. My office was on the 18th floor in a large building in the center of Chicago's Loop. My former employer, with whom I was and still am on friendly terms, tried to talk me out of both the venture and my 18th floor location. He warned me that I would lose my shirt. That was just after World War I, and I still have my shirt, and several new ones also. I have moved several times, each move made necessary by my need for more space. I now occupy seven rooms and am located on the tenth floor of one of Chicago's finest and newest office buildings on the famous Michigan Boulevard.

I have stated the foregoing, not in any spirit of braggadocio, but merely to show that it can be done. I am not of the opinion that I have any special abilities which are not possessed by most optometrists; so if I, with not nearly as good a basic optometric education as is now obtained by the present day graduates, can make a success of a professional type of office practice, I feel that others can also.

When I first opened my office I found the going slow, but I expected that. I knew some young medical doctors and dentists who also found the going slow at the start. Those with intestinal fortitude tried to ride the storm (or outlast the calm) and almost

all of them made it somehow.

I know several recent graduates who, lacking the necessary ready money to open an office and still have enough cash reserves to hold on for a while and meet living expenses until established, have opened offices on a part-time basis, taking part-time employment *outside* optometry rather than sacrifice their ideals by taking employment with commercial operators. One took a part-time job reading gas meters; two read electric meters by day, devoting their evenings to their optometric practices until they had grown sufficiently to require their entire time. Two optometric graduates I know drove taxicabs part time until their practices reached the point where they would furnish a livelihood. Another played in a dance band evenings and practiced optometry during the day until his practice would support him, his wife and two children. I know of another one who worked his way through college as a stage hand, and continued on this job for his first year in practice. Two others had parttime jobs in the Post Office, and are now about to devote their entire time to optometry. I know several who are working as stock men or as optical laboratory (bench) men with supply houses during the day and devoting their evenings to building private practices. A determined man makes his own opportunities. The weak blame fate.

Lest my position on "Upstairs versus Downstairs" be misunderstood, I will repeat what I have said and written for years: Professionalism is not a matter of altitude, but attitude. One can be as competent and ethical in a department store basement as on the top floor of the Empire State building, but taken by and large the public has been educated to expect to find the professional man and professional services in offices, whether ground floor or upstairs, and to find merchants in stores.

In paragraph six you report on the experience of a friend of yours who joined his state optometric association and then took a position in the optical department of a jewelry store, and was expelled therefor



To You... **this Holiday Season**

A warm greeting from all of us, as we look with pleasure on our association of the year just past. We acknowledge our responsibility in the opportunity to help you serve the growing need for better vision.

COLONIAL OPTICAL COMPANY

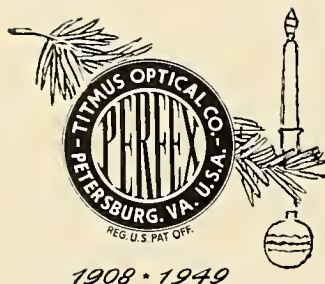
BAUSCH & LOMB

from his association. It is probable that he had read the code of ethics when he signed his application for membership, and he took the jewelry store position knowing full well that such employment was in violation of his signed pledge. If, as you say, he was "discredited," it was due to his own action in violating the code of which he already knew. You also state that he accepted this jewelry store position "temporarily." I know several who accepted "temporary" employment from some chain store price advertisers who years later are still "temporarily" there. Some of them still kid themselves about getting out, but most of them have even stopped talking about it. They now admit, at least to themselves, that they simply haven't the courage to make the break.

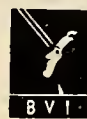
In paragraph seven you report that some of those who come to you as guest speakers advocating professionalism have not always been as professional as they are now, and then by some perverse twist of reasoning you

bring this up to their discredit. You failed to consider that these older men started practice in an earlier period of our professional development. What was acceptable in their youth is no longer considered as being in the best interests of the profession. Some of these older men heeded the urgings of their more professionally minded fellows, and in many instances with fear and trembling, threw away their neon signs and window displays, and "went professional," and then discovered, much to their surprise and relief, that they were much better off than they had ever been before. Give these men credit for being willing to take the chance. They knew they were making a living with neon signs, whereas exchanging their stores with their showcases and commercial atmosphere for a pig in a poke of more professional surroundings was, it seemed to them, taking a big gamble. There is no gamble now; too many of us have already proved that it can be done.

(Continued on back page)



Holiday Greetings



I must take violent exception to the sentiments expressed in your paragraph eight. You say, "there is no earthly reason why an optometrist should not be allowed to make a living and a comfortable one at that for his family." If an optometrist finds it necessary to violate every article of the code of ethics adopted by his professional societies in his efforts to make a living for his family, there is a very good reason why he should not be allowed to do so. If he finds it necessary to tear down others in order to build up himself, he proves himself to be anti-social. He does not belong in optometry; in fact, I don't know just where he would fit in society, for he would probably have the same attitude toward life no matter in what occupation he might find himself.

If we hope to live in any sort of peace in this world or in our everyday dealings with

our fellow men, we must be willing to live by accepted rules, and not have every man insist upon the right to write his own rules. Ethics, whether optometric or general, are simply the outgrowth of centuries of experience, and have been adopted to bring the greatest good to the greatest number. When I was in the army and obtained a commission, I was taught that a good officer would never send his men where he lacked the courage to go himself. I have tried to apply that rule in optometry as well. I have never advocated young optometrists' being more "professional" than I have demonstrated to be safe and sane.

I found your letter extremely interesting, and hope my very frank reply may have some value for you and your fellow students.
8 So. Michigan Ave.
Chicago

